



A Page for BUILDERS and HOME OWNERS!



Buy, Build or Modernize Your Home! Prices Going Up!

DID YOU NOTICE THE ATTRACTIVE LIGHTING FIXTURES IN THE DEMONSTRATION HOME?

Nearly everybody did and commented favorably about them—which pleases us because we furnished all the Electrical Fixtures and did all the wiring on the job.

Let us help you with your plans and you'll be pleased too.

TORRANCE ELECTRIC SHOP
1419 MARCELINA AVE.
Phone 576

Dunham Service Station Robbed

While Mr. and Mrs. Charles B. Dunham were attending the Torrance Symphony concert last Friday night, thieves pried off the lock at their service station, 1403 Carson street, to commit the third robbery the Dunham place has suffered in as many months.

Cigarettes valued at \$15, a large quantity of cigars and candy and \$2 in pennies were stolen, Dunham reported.

Starlings Hold Fireplace
CLEVELAND, (U.P.)—Because a colony of starlings is living in the chimney, the Robert Newcomb family hasn't used its fireplace this winter.

SAYS SOLICITOR IS MAKING FALSE CLAIMS

Informed late this week that a solicitor for a correspondence course in "public training" was using her name as reference and recommendation, Postmaster Birda Padlock of Lomita, emphatically denied that she ever endorsed a concern or course.

"I understand that a young Lomita woman paid a down payment of \$10 for instruction she had been led to believe would lead to a civil service appointment on my recommendation. I want it known that I have never seen the solicitor and have never endorsed any business venture of this kind. If I can locate such a canvasser I'll do my best to see that he retracts any such statements," she declared.

Profit In Catalpa Trees
OKLAHOMA CITY, (U.P.)—An Arcadia farmer grafted 75 on a patch of catalpa trees to see whether his idea of the value of the wood in them would materialize. In a dozen years he was ahead almost \$13,000.

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Rent a Modern Floor SANDER That Does Magic To Your Floors
Full Line of Paints, Supplies and Wall Papers
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DEMONSTRATION HOME OPEN TO PUBLIC THRU SUNDAY NITE

DON'T FAIL TO SEE the Demonstration Home at the corner of Beech and Sierra streets, one block north of Torrance boulevard. It is open from 7 to 9 p. m., tonight and 1 to 5 p. m., and 7 to 9 p. m., Friday and Saturday. On Sunday it will be open from 1 to 5 p. m., when the open-house period will come to an end.

CONTINUED FROM PAGE 1-A

A noticeable response from their displays, it is reported.

Attendants at the home have noted several points which have in common. First, people look at the wood paneled ceiling of the front room, give that architectural feature a thorough study and pay but scant attention to the remainder of the room. Then they make for the hallway and the bedrooms. That part of the home inspected, they go thru the small but serviceable dining room to the kitchen and that's the part of the home which stops most feminine guests the longest.

Wood Box Puzzles
Then they come back to the living room and give that carefully designed and furnished space the attention it deserves. The more common comments are "cute," "pretty" and "charming" from the women visitors, "comfortable," "well arranged" and "livable" from the men. Hardly a single visitor forebears to try the chimes in the hallway, either by pinching them with a finger-nail or by pushing the button at the front or back door.

Chief puzzle of the home is the wood box built in the frame work so that it can be loaded from outside—near the front door—and the wood removed inside the living room for the practical fireplace. The combined kitchen and service porch attract much favorable comment and the dust trap wins approval from every visiting housewife.

At any time the home is open

B-B Gunmen Break School Windows

Several windows were broken at the Perry (county) school in North Torrance Monday by boys with B-B guns, the principal reported to police here. He said he "colored" one Japanese youngster who had an air-rifle but while the boy admitted shooting at birds in the vicinity of the school he denied he broke any of the windows.

Venetian blinds in white are by Carl Schmidt, of Lomita, a decorator of considerable ability who has designed interiors of many more expensive homes in Hollywood and Palos Verdes. Schmidt also furnished the window curtains.

Medicine Cabinet Stocked
The living room furniture in Early American maple and the dining room in Californian-Monterey, furnished by Sam Levy, carry out the happy combination that makes the Demonstration Home so charming residence it is. The master bedroom set is maple and from the Miller Furniture Company who also furnished the colorful Californian set for the guest bedroom. The bedroom clocks, which add to the effectiveness of the furnishings, are from Howard's Jewelers.

From the opening day thru Tuesday, Harriett Leach, florist, provided the flowers. From Wednesday until the home closes Sunday night, this homey touch is being added by the Poppy Flower Shop, which also furnished some of the interesting wall brackets and candle sticks on view. Pottery and dishes are from the National Home Appliance Company and the household linens and towels were contributed by the J. C. Penney Company store here.

In the bathroom, the Pullman-type lavatory is winning much praise and the glass shower door has interested scores of families who are planning to add this attractive note to their bathrooms. And even the medicine cabinet is stocked. Shelves full of nationally-advertised medicinal and toilet articles have been provided by the R-B Cut Rate Drug store of this city.

They Built Home
Firms and craftsmen who built the Demonstration Home under the supervision of Contractor Marvin were:

The Consolidated Lumber Company—rough lumber.
The Montgomery Lumber Company, now the Torrance Lumber Company—sash and doors, finished lumber and roofing.
L. J. Acree—hardwood floors.
Z. W. Jennings—painting and paperhanging.
Tom E. Watson—plastering and stucco.
Torrance Electric Shop—electrical wiring and fixtures.
Southwest Materials Company—hardwood floors.
David Jacobs—plumbing and fixtures.
Torrance Plumbing Company—heating, sheet metal and Electrolux.

Worrell Hardware and Paxman Hardware—some of the finished hardware.
E. M. Thomas—tile and tile accessories.
Star Brick Company—brick.
Coy Farquhar—excavating and grading.
Bob Clark—concrete work.
O. B. Hamilton—cabinet work.
Sam Levy—linoleum.

LOSSES EQUIPMENT
While the car was parked on Neece street in WALTERIA, the spare tire and wheel were stolen Friday night from Kenneth Talley's machine, according to police reports. Talley lives in WALTERIA.

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LAND VALUES INCREASE AS DEMAND FOLLOWS EXHIBIT OF DEMONSTRATION HOME

Torrance residents who keep in close touch with the realty market generally agree that the Herald's Demonstration Home at the corner of Beech and Sierra streets is contributing greatly toward interest in home-ownership, home renovation and increased land values here.

A survey made of local real estate offices this week revealed that property agents are experiencing a rush for building sites almost equal to the boom days of the early '20's here. Families who have been more or less "dreaming" about building have now advanced their decisions to the lot-buying, finish-home-plan and seeing-the-contractor stage.

Realtors say that land values are increasing daily. One office here reported that lots formerly priced around \$500 and \$600 have advanced to \$800 and \$1,000 and another concern admits that it cannot supply the demand for good building lots under \$650.

"Huddles" are Frequent
Building supply firms report excellent demand for materials and they credit The Herald's project with spurring local interest in home construction and improvement. Contractors and builders likewise are busy, with several jubilantly saying that they will have to compile "waiting lists" if the demand for their services continues.

Attendants at the Demonstration Home, which will end its open house period Sunday afternoon at 5 o'clock, have observed that many wives "go into a huddle" with their husbands after seeing something there that "would be just the thing for our home."

And Friend Husband, usually agrees. It may be only a new ironing board, but it is an improvement and an aid to more comfortable living.

New Radio Repair Plan Devised by Local Technician

Radio owners may now know what it will cost to repair their instruments without asking for estimates as result of C. Alexander's original plan to provide such convenient service. Alexander, local electric-pioneer technician located at the Modern Appliance store, 1427 Marcelina avenue, offers this plan:

Simply count the total number of tubes in the radio to be repaired and then multiply by \$1 and that is the total cost of the bill, including all necessary parts, tubes excluded, and a six-months written guarantee policy which insures the radio against further repair costs for that period. Alexander will be glad to give further information about his plan at the Modern Appliance store.

READ OUR WANT ADS

We Sometimes Build Better Than We Know,—

The Torrance Herald Did It In Their Demonstration Home

We are never mistaken when we require SHERWIN-WILLIAMS PAINTS on any kind of a job for they will tell their own story and we forget the price before we have to renew them.

I have plenty of Lawn Mowers, priced to suit your salary.

Lawn seed of many kinds, Hoes, Rakes, Shovels, Lawn Hose, Garden Trowels. Just ask for what you want. I will have it at the right price—which is the bottom.

Get out your Fishing Tackle. See what is short, then come and see me and your Fishing License awaits you.

Many are coming and selecting their Guns for Fall Hunting.

If Worrell doesn't have it, he will get it for you.

WORRELL THE HARDWARE MAN
1517 CABRILLO
Phone 167-M

Elson to Attend Police Gathering

Principal Thomas H. Elson of the high school will attend a meeting at Banning high school tomorrow sponsored by the crime prevention division of the Los Angeles police department. The meeting is one of a series being held for school authorities to form a closer relationship between the police and public.

This Week's BUYS!

Due to the increasing activity in real estate we cannot guarantee these prices for more than a few days.

If you're planning on building or buying a home to escape higher rents which are sure to come, snap up these bargains while you can—

- Lots**
- AMAPOLA:** Very desirable level lot surrounded by beautiful homes, \$600.
- COTA:** 50 ft. lot in best district, \$900.
- ENGRACIA:** Nice high 50 ft. lot. No street assessments, \$900.
- ACACIA:** Two nice corners, \$550 and \$650.
- Homes**
- ACACIA:** One of the most attractive homes on this street. Beautifully landscaped. 5 large rooms, fireplace, tile bath, etc., \$5000. Attractive terms.
- NEAR FERN AVE. SCHOOL:** 3 modern 4-room bungalows; large living room and two bed rooms, \$2100 each. Small down payment. Balance like rent.
- CEDAR AVE.:** 5 room stucco house, reconditioned and in first class shape. Double garage. An exceptional buy at \$3500.

REMCO
1315 Post Ave., Torrance. Phone 5

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And you don't have to leave Torrance to secure every building need. We can build ANYTHING, ANYWHERE, ANY TIME! Complete stocks, increased quantities! Call on us.

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UP! UP! UP!

HIGHER AND HIGHER GO THE RENTS.—Everywhere! Your only protection is to Buy or Build NOW!

Here are some REAL VALUES in Ideal Building Lots and Homes:

Houses \$3250 Buys good 6-room house; 3 bedrooms, breakfast room, lots of built-ins in the kitchen, oak floors, fireplace, double garage. On Amapola. Terms.	Building Lots 50x140 lot, Cota \$1000 50x140 corner lot on Beech st. \$1000 50x140 lot on Beech st. \$750 40x140 lot on Beech st. \$700 40x140 lot on Acacia \$650 40x140 lot on Acacia \$550 40x140 lot on Acacia \$500
\$2250 Buys good 5-room frame house, 1700 block on Andreo, close in. This is a snap.	
\$2750 Buys 5-room stucco house, large garage, lot 50x140 feet, east front. On Amapola. Terms.	
\$2600 Buys 5-room frame house on corner lot on Portalo. Terms.	

Torrance Investment Co.
1409 SARTORI AVE. PHONE 176

Whiting-Mead Torrance Address

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